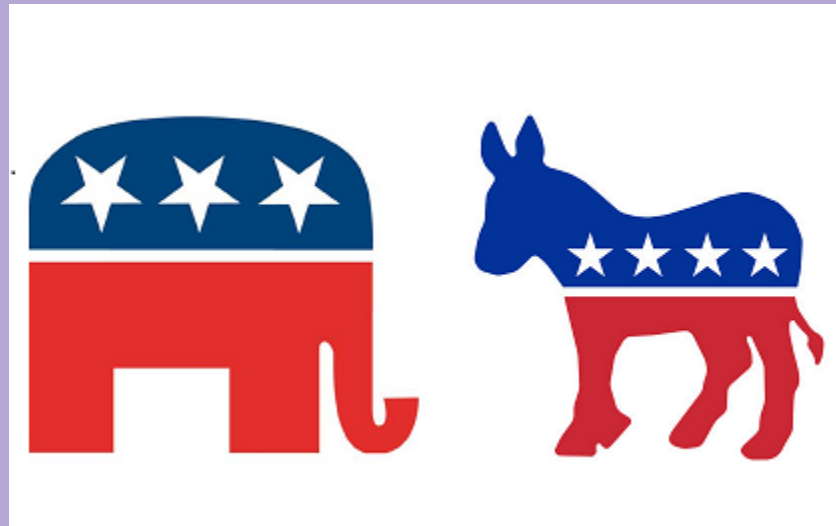


# **Journalism in American Politics**

Olivia Kirkendall, Mariah Anderson,  
Jonathon Neessen

# The Party Press

- No wide-spread circulation, large advertisers, and making papers was expensive
- No bipartisan papers
- Media supported by politicians or political groups/parties



# The Popular Press

- Technology advancements change the media
- Rise of Sensationalism
- Bias from editors/writers, not supporting parties



# Sensationalism

- Diminishing audiences + more sources = competition
- Sex, violence, other shocking stories to attract audiences
- Decline since 9/11
- Ex: Bill Clinton sex scandal



# Magazines of Opinion



Yellow journalism= dramatic, eye-catching headline with little to no research... sensationalism

Made for the middle class

Investigative reporting

Decline in political magazines today

# Muckraking

1. Middle class backlash against sensationalist journalism and local papers. National papers start to develop that try to keep their stories under a sensible lense. Produced in the 1850-1860s The newspapers, a business themselves, accurately reflected the changing economic market. The middle ground was found to be often wracked with scandals, and as the business reform against the trusts grew, both economic and political. The muckraking journalists developed, as the writers found a national readership of educated, intellectual people that didn't have a stake in the large companies that were often reported against. The gradual development and education of a middle and lower class that were actively aware of national issues combined with competition on a national market depolarized writers who had to attract a wide majority of readers with highly different opinions. Along with the growth of the economy, the growth of hobbies ensured that only a fraction of newspapers could be sustained with a political bent.
  - a. Business first and foremost, culling of newspapers
  - b. muckraking, backlash against large corporations and trusts
  - c. educational citizens interested in what everything else was gone.
  - d. fully financially supported
  - e. modern form
  - f. consumerism created rapid growth of hobbies.

# Advent of Audio Media

<http://www.freesound.org/people/lonemonk/sounds/100840/>



# Common Elements of Radio and TV Media

The background of the slide is a photograph of several tall radio towers with multiple antenna arrays, set against a clear blue sky. The towers are made of metal lattice and have various horizontal and vertical structures for antennas.

- a. Changed in media presentation
  - b. Attention span of those interested
- c. Linear fashion rather than columnar.
- d. Audio bites (content unfiltered, length manipulated.)
- e. Social Weight to become involved
- f. attacking powers that be
- g. centralized broadcasters
  - h. "talking heads"



# Radio

Fire side chat audio, new deal audio. <http://cdn.washingtonpost.com/media/financial/fdr-fireside/330507-newdeal.mp3>



- a. Changed in media presentation
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- c. Linear fashion rather than columnar.
- d. s (content unfiltered, length manipulated.)
- e. Social Weight to become involved
- f. attacking powers that be

# Television

The development of images to accompany placed further importance on physical qualities, long gone were the days when a politician was solely represented by his ideas and alliances.



- a. Big 3 (ABC, CBS, NBC) 80%
- b. Decrease in media exposure
- c. Cable networks decreasing returns of media exposure
- d. Cuban missile crisis [http://www.youtube.com/watch?v=P7YkJxQT\\_0Y](http://www.youtube.com/watch?v=P7YkJxQT_0Y)
- e. Nixon/Kennedy debates
- f. centralized broadcasters
- g. "talking heads"



# Internet



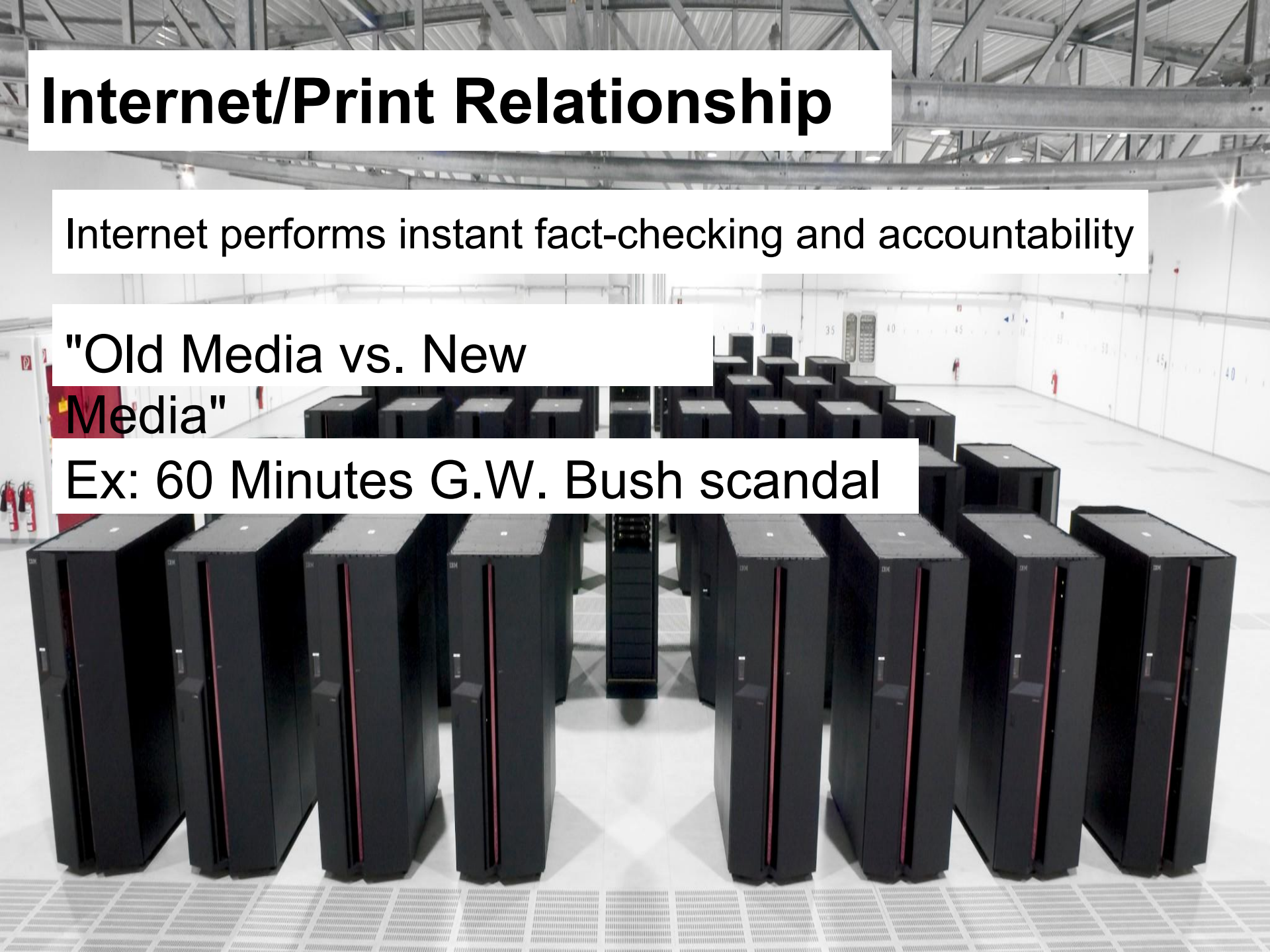


# Internet/Print Relationship

Internet performs instant fact-checking and accountability

"Old Media vs. New Media"

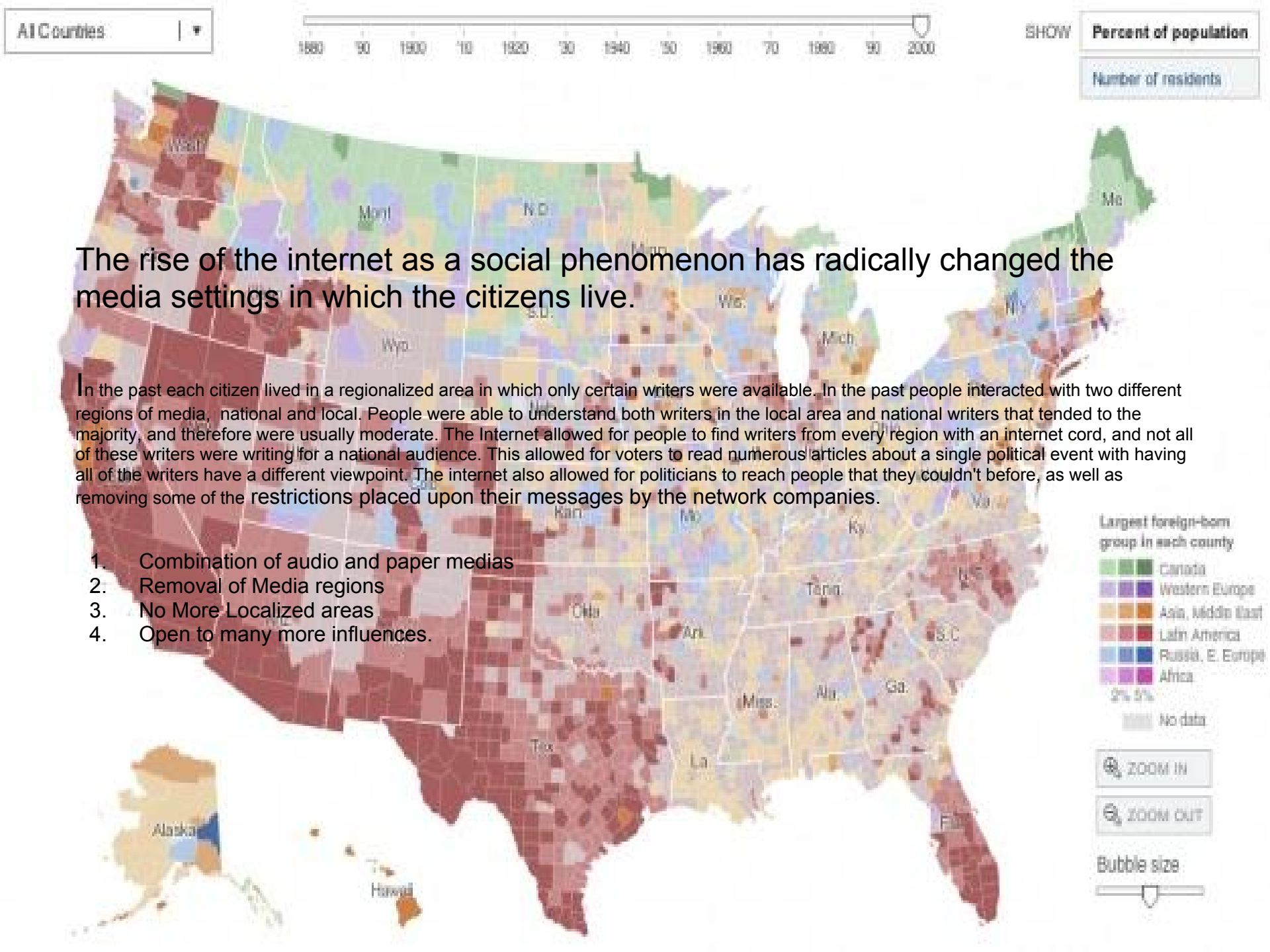
Ex: 60 Minutes G.W. Bush scandal



# Internet...

- Allows for national funding for local issues
- Allows for national watchdogs, the ability for people to fact check upon what a certain politician says or does.
- Allows for extreme cases of group polarization.
- Provides availability to a multitude of different authors
- Provides ability to manipulate video and audio to match the editor's views







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**NRA Video - Chuck Schumer - Universal Registration**

3/13/2013 4:00:28 PM · by [ConservativeInPA](#)

[NRA](#) ^ | March 13, 2013 | [NRA](#)

I just received this in a email from the NRA. I also received an email earlier in the day from the NRA that emphatically denies that the NRA will back expanded background checks. This came shortly have a report by NBC went viral. Actually, it wasn't a report, it was a huge lie.

**It just doesn't add up: One in three adults can't do simple sums past 100 without a calculator**

3/13/2013 3:57:35 PM · by [Olog-hai](#) · 6 replies

[Daily Mail \(UK\)](#) ^ | 18:14 EST, 12 March 2013 | [Amanda Williams](#)

A fifth of adults are so bad at math that they struggle to perform basic mental arithmetic, a survey has revealed. More than a third can only manage sums that total less than 100 and have to use a calculator for anything larger. One in 50 people were stumped by adding or subtracting in their head if the total was more than ten. And one in three parents believed their children's ability exceeded their own. ...

**Gun Facts 6.2 is now available**

3/13/2013 3:57:31 PM · by [guyshomenet](#)

[Gun Facts](#) ^ | 3/13/13 | [Guy Smith](#)

For release March 13, 2013 Gun Facts Version 6.2 Released 13 Years of Debunking Gun Control Myths San Francisco, CA — March 13, 2013: The latest edition of the de facto desk reference for debunking gun control mythology was released today and marks its thirteenth year in production. See [www.GunFacts.info](#). "Another tragedy, and one again the gun control industry is on the move," said Guy Smith, editor of Gun Facts. "Yet as in 2000, their rush to crush civil rights meets the brick wall of facts, perspective and reason. The gun control industry won't get far." Gun Facts categorizes gun...

**Calling All Christians: Obama is not the problem. Our lukewarmness is. (VANITY)**

3/13/2013 3:57:26 PM · by [ROTB](#)

[Me](#) | 03/13/2013 | [Me](#)

Hello Brothers and Sisters in Christ æœ We need to seek Jesus with repentance (Acts 26:20), fasting (Matthew 9:15, Mark 2:20, Luke 5:35), weeping, and round the clock prayer, until God visits as he did in the Welsh Revival, after the Revolutionary War, and just before the Civil War, and throughout the 20th century. The USA is in serious trouble with the LORD. This should be apparent from æœ American Christianity has until the coming revival been in decline and

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-- Paul Ryan, 3/12/13

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10 min ago - March 13, 2013 4:19 PM Sandra Layne Case: Mich. grandmother who fatally shot grandson testifies she feared for her life (CBS/AP) PONTIAC, Mich. - Sandra Layne, a 75-year-old woman who fatally shot her teenage grandson at their suburban Detroit home, ... (CBS/Associated Press)

**Panetta: Army should release cop killer's records**

14 min ago - Panetta: Army should release cop killer's records | March 13, 2013 | Updated: March 13, 2013 2:28pm SANTA CRUZ, Calif. (AP) — Former Defense Secretary Leon Panetta says the military should release court-martial records of a former soldier who shot ... (Houston Chronicle)



The need for a "nanny state"



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